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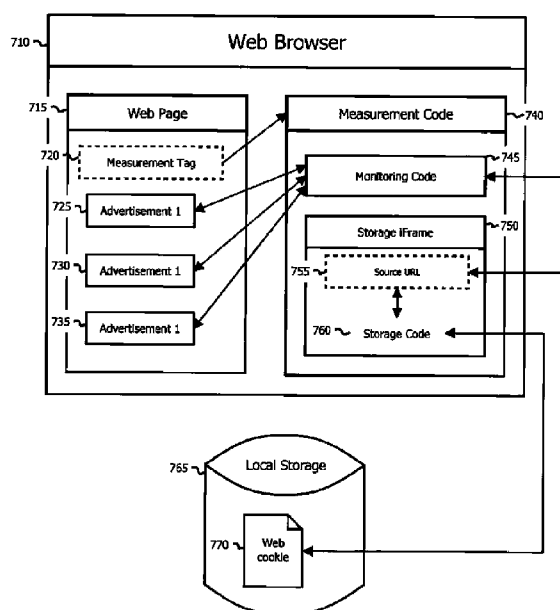
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(54) Title: CLIENT-SIDE EVENT MONITORING

FIG. 7



(57) Abstract: Techniques for client-side event monitoring are presented. The techniques store accumulated visibility and interaction information about online content in local memory on a client device, such as, for example, within a web cookie. The client device then transmits the stored information to a remote server. The techniques do not require that a client device modify a browser by, e.g., installing a plug-in.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 13/29037

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/00 (2013.01)

USPC - 705/14.41

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC(8): G06Q 30/00 (2013.01)

USPC: 705/14.41

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

IPC(8): G06Q 30/00 (2013.01)

USPC: 705/14.41; 705/14.4; 705/7.29; 705/1.1 (keyword limited; terms below)

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

PatBase; Google(Web); Search terms used: browser client monitor local event interaction visible page web url tag measurement metric impression cookie profile aggregate accumulate count collect script embed iframe property attribute metadata visibility actually obscure clip simultaneous concurrent window

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X -- Y	US 2012/0054143 A1 (Doig et al.) 01 March 2012 (01.03.2012), entire document especially para [0004], [0010], [0033]-[0044], [0056]-[0067], [0090]	1-3, 6-14, 17-25, 28-30 ----- 4, 5, 15, 16, 26, 27
Y	US 2008/0114875 A1 (Anastas et al.) 15 May 2008 (15.05.2008), entire document especially para [0112], [0259]	4, 5, 15, 16, 26, 27
A	US 2009/0271514 A1 (Thomas et al.) 29 October 2009 (29.10.2009), entire document	1-20

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"A" document defining the general state of the art which is not considered to be of particular relevance

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"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

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Date of the actual completion of the international search

10 April 2013 (10.04.2013)

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